

FSC-186-A

April 21, 1994

To All Region Operations Managers

Subject: Peer Marketing Associates -- "Full Partner" Program

FORSYTA ?



910-741-5000 Winston-Salem, N.C. 27102

The Forsyth Products Group needs your assistance in working with those distributors associated with Peer Marketing. (Account List - Attachment I). It is important that RJR meets with all Peer Marketing distributors to discuss the new "Full Partnership" Program offered by Forsyth and RJR. (Full Partner Program - Attachment II). Forsyth believes that with the current Peer pricing (Peer Pricing - Attachment III) and RJR's full partner support, in conjunction with RJR's new F.O.C.U.S. Program, we can achieve a more positive partnership with Peer Marketing.

Please contact all Peer members as soon as possible and discuss our new program of identifying full partners. Review pricing and, of course, be sure to remind the Peer members of the positive effect this partnership could have on it's RJR F.O.C.U.S. Program.

We request that you complete the Full Partner Requirements Form (Attachment IV) and fax to both Jim Piscitelli (Forsyth) and Leslie Chick (Peer) at the fax numbers on the form. We would appreciate receiving these forms no later than May 25.

Potential New Peer Members (Attachment V)

We are currently negotiating with Peer to expand current brands in some geographical areas. Peer's board will then consider a "Limited Membership" for Forsyth brands. Based on requests from wholesalers, due to our F.O.C.U.S. Program, and , no additional Forsyth brands available to distributors, a wholesaler could obtain a brand from Peer. If you identify distributors that may be interested in being our "Full Partner" and would consider joining Peer, complete Attachment V and fax to J. M. Piscitelli and Mr. Leslie Chick. Wholesaler will be contacted directly by Peer at a later date.

Your cooperation in handling this project for Forsyth and Peer is most appreciated. Please consider all the information in this letter and it's attachments as <u>CONFIDENTIAL</u> between you and your Peer members.

If you have any questions, please direct them to Jim Piscitelli at 216-779-1888.

Good Selling!

FORSYTH TOBACCO PRODUCTS
A Division of R. J. Reynolds Tobacco Company

S-3

"We work for smokers."

ATTACHMENT I

MONTHLY SHIPMENTS IN 12M CASE EQUIVALENTS FOR AUSTIN / PEER MARKETING

(JMP 1200)

(PLACCOUNTREPORTMONTH.DMC PAGE 2)

DIRECT ACCOUNT NUMBER NAME & STATE	WHSE	4/93	5/93	5/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	avg Last4	TOTAL LAST12	#STORES SUPPLIED		:
4426800 MOUNTAIN CANDY & CIG. CO., INC MY		19	o	0	4	0	0	3	6	0	17	0	2	5	51	NA	МХ	
TOTAL	•	19	0	0	4	0	0	3	6	0	17	0	2	5:	51	MA	NA	

\$1846 8084

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AN NA	W	Z3	0	0	0	0	٥,	0	٥	0	٥	Z	L	5	6	01	I.	5036000 PIONEER DISTRIBUTING CO., INC. W
W.	. AN	129	LY	C>	09	> E	TS	88	43	₹ .	9E	£9	*TT	0	TOT	09	T	4900800 E. B. PAULK GRO., CO.
VN	YN	0	0	0	0	0	٥	0	0	0	0	0	0	0	0	28	M	4773200 GEM STATE DISTRIBUTORS, INC. N
W.		364	OT	8	OT	S	9T	22	91	Z	TT	82	71	ZĢ	os	007	: Y.	4764000 OLD DOMINION TOB. CO.
MY MY	AN MA	£6T	9	7	II	s	s	L	τ	٥	٥	0	33	Z9	99	007	: 2	4763900 OLD DOMINION COMPANY, INC.
		49 T	23	CE	91	ET	28	Ł	٤	٥	0	0	EZ	*	ZT	12) II	4288900 MINIER-WEISHAM CO.
WY	YX	7522	79	LL	22	67	£Υ	02	38	62	29	SBT	TTZ	862	TST	75	10	4588800 HINLEH-MEIBHYN CO'' INC'.
KN	AK.	72	PI	⊊	٥	0	25	0	0	0	0	0	0	0	0	45	Ľ	4533600 MIDDLESEX TORACCO #
МУ	NY.	06	L	9	9	OT	۷	6	*	II	8	II	L	ε	•	19	7.	4202400 MIYWI LOBYCCO E CDX. CO., INC. I
W	NY 	762	ST	Zī	5	7	SE	EZ	۲Z	23	22	55	6£	36	TC	69	¥	4071210 HARRISON CO., INC.
KN	KY	324	TT	8	ZT	PT	TI	22	91	24	30	EE	82	τε	92 -	42	ند	3088250 KIEE MHOFERVIE
YN.	KY	425	ET	OT	24	6T	o	92	04	0E	47	1E	28	COT	89	33	: R:	3966400 MANCHESTER TOBACCO, INC.
YN	YN	292	S	8.	9	٥	. 4	0	88	8	I	20	16	I	ζ	48	Y	J709200 B. LIPSITZ CO.
NY	AN	٥	0	0	0	٥	0	0	۵	٥	0	٥	٥	٥	0	61	נג	1653870 JACK GORDON TORACCO CO., INC.
VN	MA	2023	08	89	BÇT	E6	0	*ES	916	69	٥	LPT	248	175	6Z	SS	N	J2J2220 T. P. SHANKS COMPANY
AM	AN.	222	23	72	52	81	41	TS	0E	07	4	15	23	44	73	\$>	HC	35ee400 THE KELLSON-DAYTON CO.
YN	AN	216	5	`	01	9	II	75	**	91	58	53	at.	*	09	L	LA	1122880 DOMFINGS' INC'
YN.	AN	LDL	19	09	16	19	0E	85	CB	74	0	92	25	TOT	951	ZS	Y	S736000 JOHN F. HEAD, JR.
NA	WY	I42	ΥT	73	II	21	or	cr	OT	TT	Ş	FT	οī	TZ	91	et	ΧI	2701200 THE C. D. HANTWELT CO.
KV	AN	171	C	Ζ	ε	S	Z	9	ζ	Z.	57	30	23	31	30	200	OM	Sezeeco ATLANTIC TOBACCO CO.
AN	W	POTT	£#	42	5\$	5.5	23	98	OCT	6 T	>9 I	OT	STE	745	SPT	87	HO	2508000 ALBERT GUARNIERI € CO.
AM	YN .	1304	99	09	0\$	02	28	28	11	LTT	TET	ZST	ŁOZ	SOT	TLT	87	АИ	2302800 GOLDSHIT BLACK, IRC.
AN	W	295	Zy	86	82	22	30	cz	45	21	*¢	79	62	TS	25	52	IH	ZIGITO ENSTERN TOBACCO INC.
VN	Y.Y	322	70	22	50	ST	36	45	23	52	23	TΕ	6E	80	68	L	IN	1940400 FINKLE DISTRIBUTORS, INC.
MY	YN .	860	τz	PT	21	20	56	PI	52	35	36	87	92	85	24	25	IN	1817600 EMPIRE CAMPY & TOB, CO., INC.
AH	WY	277	EE	18	31	65	27	6	76	L¥	2	19	ser	181	201	59	Ł¥.	1302000 COOLEM-BOOLH MHOLESALE CO.
YN	NA	LLI	II	9	EI	OT	ST	9	Σ¢	6	PI	91	6 T	6T	92	ST	HO	INCOSOO COFOMBOR CYMDX T LOB' CO'
YN	NA	2304	90T	ZOT	SOL	LTT	86	331	981	748	538	OEZ	600	262	522	09	TY	1754400 CITY WHOLESALE GRO. CO., INC.
YN	AN.	339	53	τz	QΖ	Z	90	91	23	¥£	29	ST	9	34	95	33	YH.	TOTAGO JOSEPH J. BRACA
ИY	KY	919	62	20	22	23	91	97	٤9	36	*5	97	T#T	82	06	200	¥Λ	643200 T.W. BONNER, INC.
КN	Y¥.	\$88	6	Ιτ	££	or	E	8	6	٥	٥	09	63	09	29	. >2	HN	582000 JOSEPH G. BLAIS & CO., INC.
W	YH	OEE	٥z	22	Zī	s	45	çz	61	OC 30	23	58	62	98	07	002	25	257200 ATLANTIC TOB. CO.
. AN	YN.	941	*8	5	2	6T	I	P	E	0	٥	86	30	TC	60	200	DM.	ZZ4400 ATLANTIC TOBACCO COMPANY, INC.
YN.	Y.Y	L6	E	E	ε	Z	7	Z	S	ε	*	ττ	91	81	92	002	28	S23500 VIIVALIC LOBVCCO COMBYAK
MY	KY	617	9E	ŞE	0	0	ctt	TE	16	٥	٥	ert	491	720	139	ooz	DM	252000 ATLANTIC TOBACCO COMPANY
btzai	GSIJ44VE	SITEAL) Tevi	16/2	¥6/Z	76/1	15/63	£6/TT	£6/0I	€6/6	€6/8	£6/4	E6/9	26/9	66/7	ESEM		DIRECT ACCOUNT NUMBER NAME & STATE
MOLS	STORES	TOTAL	YAC											-				Tarrest married married works

(PLACCOUNTREPORTHONTH, DMC PAGE 26)

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MONIHITY SHIPMENTS IN IZM CASE EQUIVALENTS FOR BEST CHOICE / PEER MARKETING (JMP 1200)

																		AVG# CTMS/
															AVG	TOTAL	#STORES	STORE
DIRECT ACCOUNT NUMBER HAME & STATE		WHSE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	LAST4	LAST12	SUPPLIED	LAST4
5370000 RELIABLE VENDING SERVICE, INC.	FL	64	36	41	47	31	38	25	30	35	31	30	30	37	32	411	NA	NA
5443590 SCHROEDERS WHOLESALE, INC.	IN	40	23	17	16	20	6	9	6	7	7	2	9	3	5	125	NA	XX
5451390 ANDREW M. HEAD	GA	41	185	105	108	3	70	102	162	71	218	86	25	61	981	1197	KA	NA
5460780 THE GILLETTE COMPANY, INC.	CT	33	26	15	25	25	8	11	9	9	12	7	6	9	9	162	NA	ХX
5484000 J. J. ROGERS & SONS, INC.	MS	58	18	30	39	4	18	19	24	19	31	9	2	19	15	232	NA	MA
5562000 HATTIESBURG GROCERY CO.	MS	93	22	28	17	25	22	13	12	10	13	7	7	7	9	191	NA	ĸХ
5622500 CENTURY DISTRIBUTORS, INC.	MD	38	36	51	104	18	6	5	42	0	0	12	9	12	8	295	NA	NА
5712130 NORTH CENTRAL DISTRIBUTORS, INC	TX	18	67	59	65	50	4	17	32	43	26	11	10	17	16	401	MA	Nλ
6502800 JOHN F. TROMPETER CO.	KY	40	21	16	16	16	14	8	6	7	20	0	0	o	5	124	KA	Nλ
6594000 UNITED DRUG SERVICE INC.	DC	38	96	84	129	91	34	33	30	93	76	71	41	28	54	806	NA	KA
6984000 WIEMUTH & SON COMPANY, INC.	IN	45	14	29	12	41	5	16	10	3	5	1	5	5	4	145	na	Rλ
7550400 BERCOVICE-SOSNICK CANDY	CA	8	14	24	36	13	28	26	21	16	15	16	10	71	16	240	KA	MA
7562300 BUR-BEE CO. WALLA WALLA, INC.	W٨	81	63	46	0	30	2	3	16	9	4	11	17	12	11	213	XA	NΆ
7567300 CAPITAL CIGAR & CAMDY CO.	CA	96	81	98	93	67	67	66	56	37	44	40	36	37	39	722	NA	NA
7675100 IDARO CANDY CO.	ID	94	160	175	144	140	64	65	132	81	273	0	. 0	9	71	1243	NA	МA
7688400 KENNEDY WHOL., INC.	CA	34	13	57	56	1	0	1	2	9	9	8	3	7	7	168	RA	KA
7914000 MELVIN SOSNICK CO.	CA	8	15	8	24	2	6	6	2	2	1	7	5	0	3	78	XA	NA
9275430 DUSA DISTRIBUTION CENTER, INC.	FL	20	52	47	71	18	O	5	26	1	56	0	0	8	16	284	NA.	ЖĀ
9583580 CITY SALES, INC.	IN	46	50	10	17	24	14	5	10	o	6	1	2	0	2	139	NA	MA
TOTAL			3156	3419	3606	2331	1550	1234	2145	1982	1763	1104	1132	1157	1289	24578	MA	NA.

DIRECT ACCOUNT NUMBER NAME & STATE		Jeh	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	AVG Last4	TOTAL LAST12	#STORES SUPPLIED	avg# cins/ store last4
155000 ANDALUSIA DISTRIBUTING CO.INC.	. AL	60	49	67	16	5	1	8	5	5	4	4	7	4	5	177	. NA	NA
881700 CALDWELL WHOLESALE CO.	LA	69	9	8	8	10	9	9	10	2	1	3	1	6	3	76	AX	NA.
991800 CASH-WA DISTRIBUTING CO.	NE	21	241	294	565	0	145	166	133	279	289	79	158	118	1613	2457	NA.	NA.
1534800 PETER P. DENNIS, INC.	NJ	42	35	105	88	9	29	33	34	33	30	11	13	16	18	436	NA	NA
1618300 DOUGLAS TOBACCO PRODUCTS, INC.	AR	69	15	9	10	9	7	8	15	0	٥	0	2	0	1	75	NA	NA
1619300 DOUGLAS CENTRAL ARK. CO., INC.	AR	58	40	43	27	27	22	15	23	20	19	15	28	19	20	298	NA	NA.
1740000 L.A. EDLBECK COMPANY	WI	70	32	33	30	26	26	18	16	16	12	15	14	15	14	255	NA	ВA
1884900 THE GEORGE J.FALTER CO.	MD	38	0	0	0	•	0	0	0	0	0	0		0	0	0	NA	NA.
1907510 DOUGLAS HORTHEAST, INC.	AR	58	38	29	31	18	22	16	18	19	13	6	14	10	11	234	NA	XA
2302800 GOLDSMIT BLACK, INC.	wv	48	0	0	208	189	220	179	20	0	0	0	0	0	0	816	NA	MA
2513500 GUMMER WHOLESALE CO., INC.	Off	45	51	47	53	51	41	20	11	11	8	6	. 3	7	6	309	MA	MA
2568200 EAGMAN OF TOPEKA	K.S	54	5	3	3	0	o	47	0	0	0	0	0	0	0	58	NA	KA
2569200 HAGMANS, INC.	K3	6	93	67	76	111	111	77	229	83	125	192	24	22	91	1230	NA	NA
2571000 HAGMAN'S, INC.	MO	6	43	58	51	53	60	36	32	38	34	148	17	35	59	605	NA	Ħλ
2571100 BAGMAN'S, INC.	OK	28	27	26	35	37	23	19	20	0	0	13	10	26	12	236	NA	MA
2571600 F. S. EDWARDS TOB. CO.	KS	54	37	26	67	124	12	48	53	3	25	2	10	12	12	419	NA	NA
2593350 RAGMAN'S	KS	28	٥	0	0	0	5	12	0	0	2	. 1	0	0	1	20	NA	NA
2860500 HOLIDAY WHOLESALE, INC.	WI	70	459	477	321	625	345	268	371	396	527	121	409	243	325	4562	NA	NA.
3265830 NODAK DISTRIBUTORS	ND	98	0	0	36	0	0	Q	0	0	o	0	0	0	0	36	NA.	NA.
3376000 KLAFTERS, INC.	PA	46	6	9	0	10	3	0	2	1	1	1	1	0	1	34	NA	NA
J665860 HACMAN'S, INC.	KS	54	11	12	19	13	13	12	13	13	14	8	10	9	10	147	NA	NA
3734400 SOL LOEB COMPANY	Gλ	60	23	29	15	5	13	10	2	4	3	5	0	0	2	110	NA.	NA
3839400 MCCARTY-HULL CIGAR CO., INC.	TX	26	o	o	0	0	0	0	0	0	0	0	0		0	0	NA.	NA.
4169700 MERIDIAN CIGAR & TOB. CO.,	MS :	50	a	0	٥	0	0	0	0	٥	0	0	0	0	0	0	NA	MA
4224330 LINCO DISTRIBUTORS, INC.	TN	71	28	0	4	4	5	1	19	2	0	0	0	0	0	63	KA	WA.
4233600 MIDDLESEX TOBACCO			0	0	0	ø	0	0	0	0	0	0	0	0	0	0	NA.	NA.
4426800 MOUNTAIN CANDY & CIG. CO., INC	MY	42	2	0	1	1	0	1	4	67	284	0	٥	26	78	386	NA.	NA.
5031600 PINE STATE TOB. 6 CDY. CO.	ME	24	56	10	0	o	0	0	0	0	0	0	0	0	0	66	NA.	NA.
5139600 R. W. POOL, INCORPORATED	IN	46	28	24	59	1	6	14	25	12	15	15	7	19	14	225	NA.	NA.
5271550 WAGNER CANDY COMPANY	KY	55	292	585	300	100	0	5	8	2	o	8	10	41	15	1351	MA	NA.
5581200 THE S & S COMPANIES			0	0	0	0	0	0	0	0	٥	0	0	0	0	0	NA.	NA.
5796020 MCCARTY-HULL, INC.	TX	26	353	417	360	293	236	248	547	69	562	35	179	268	261	3567	NA.	XA.
6118000 STANDARD-ROSENBAUM, INC.	MY	7	59	72	74	38	39	32	51	8	26	17	25	35	26	475	NA.	KA.
6180000 STEWART CANDY CO.	GA	41	72	43	44	27	13	12	97	138	13	3	3	5	5	470	KA	na Na
6293000 TAG DISTRIBUTORS CORP.	TR	52	21	14	28	11	12	12	9	5	4	4	3	6	4	130	NA NA	RA.
												-	_	-	•		מיו	TAM.

																		AVC#	
																		CINS/	,
															AVG	TOTAL	#STORES	STORE	
DIRECT ACCOUNT NUMBER NAME & STATE		WHSE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	Last4	LAST12	SUPPLIED	Last4	
6493400 TRI-MART CORPORATION	WI	12	19	11	38	,	. 14	15	32	39	70	29	12	19	33	301	414	ws.	
6829600 WEEKE WHOLESALE CO.	IL	9	28	72	20	67	22	33	84	1	50	0	11	28	22	416	NA NA	NA Wa	
7562300 BUR-BEE CO. WALLA WALLA, INC.	WA	81	100	68	93	69	22	36				•	_					NA	
·							22		83	37	51	9	25	29	291	623	NA	NA	
7562500 BUR BEE COMPANY	WA	81	27	16	13	20	4	12	10	12	2	2	5	6	4	131	NA	NA.	
7872880 NEW HAVEN TOBACCO COMPANY	CT	42	4	7	4	3	4	3	5	5	7	٥	1	4	3	47	NA	NA	
9275430 DUSA DISTRIBUTION CENTER, INC.	FL	20	24	20	40	4	0	0	0	2	20	0	0	o	5	110	XX	NA	
9634340 NORTHLAND TOBACCO CO.	MI	25	29	28	25	21	25	12	20	2	10	9	14	3	9	198	MA	RA	
TOTAL			2356	2751	2765	1986	1509	1437	2001	1325	2221	761	1017	1031	1258	21160	NA	NA	

MONTHLY SHIPMENTS IN . 12M CASE EQUIVALENTS FOR JACKS / PEER MKTING

(JMP 1200)

(PLACCOUNTREPORTMONTH.DMC PAGE 71)

																		AVC	
																		CTHS	/
															AVC	TOTAL	#STORES	STORE	
DIRECT ACCOUNT NUMBER NAME & STATE		VHSE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	Last4	LAST12	SUPPLIED	LAST4	
																		•	
991800 CASH-WA DISTRIBUTING CO.	ne	21	O	0	110	22	22	13	21	36	59	0	8	16	21	307	MA	MA	
TOTAL			o	0	110	22	22	13	21	36	59	0	. 8	16	2Ľ	307	NA	NA	

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MONTHLY SHIPMENTS IN 12M CASE EQUIVALENTS FOR PRICE MASTER / PEER MARKETING

(PLACCOUNTREPORTHONTE.DMC PAGE 106)

																		avg#
																		CTNS/
DIRECT ACCOUNT NUMBER NAME & STATE															AVG	TOTAL	STORES	STORE
THE RECOUNT NORBER BANK & STATE		WHSE	4/93	5/93	6/93	7/93	8/93	9/93	10/93	11/93	12/93	1/94	2/94	3/94	Last4	LAST12	SUPPLIED	LAST4
4111500 MERCHANTS WHOLESALERS OF	МО	9	392	484	648	0	. 0	102	104	115	342	220	134	163	215	2704	NA	104
4401630 GORDON'S WHOLESALE, INC.	IL	47	106	112	76	66	5	0	32	0	0	0	0	2	1	399	MA.	NA NA
4931020 GORDONS WHOLESALE	IA	14	12	19	31	2	20	10	13	26	25	15	27	15	21 -	215	NA	NA
TOTAL			510	615	755	68	25	112	149	141	367	235	161	180	236	3318	. NA	WA